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আমাদের **কোর্স কারিকুলাম** যেখানে একেবারে বেসিক থেকে পসিবল অ্যাডভান্সড টপিক গুলো কভার করার চেষ্টা করা হয়েছে বাকি **আল্লাহ তায়ালার ইচ্ছা** ও **আপনাদের চেষ্টা** কিন্তু এটা নিশ্চিত যে কেউ যদি ধৈর্য দরে এই কনটেন্ট গুলো কমপ্লিট করতে পারে এন্ড **সঠিকভাবে প্রয়োগ** করতে পারে আল্লাহ চাহেতু তার ক্যরিয়ার নিয়ে আর চিন্তা করতে হবেনা **ইনশাআল্লাহ**।

**সবার শুভ কামনা করছি।**

### **Module 1: Basic Discussion About Freelancing and Web Analytics**

👉 What is Freelancing and Freelancing Skills  
👉 How a Freelancing Job Works  
👉 What is Web Analytics and Conversion Tracking  
👉 Relation Between Digital Advertising and Web Analytics and Conversion Tracking  
👉 How Web Analytics Benefits Business Growth

### **Module 2: Google Tag Manager and DataLayer Concepts**

👉 What is Google Tag Manager  
👉 Tags, Triggers, and Variables Explained  
👉 What is DataLayer and How to Enable It in WooCommerce  
👉 How to Scrape Data From the DataLayer

### **Module 3: Facebook Pixel Web Conversion Tracking**

👉 PageView Event Setup  
👉 ViewContent Event Setup with Dynamic Value Tracking  
👉 AddToCart Event Setup with Dynamic Value Tracking  
👉 InitiateCheckout Event Setup with Dynamic Value Tracking  
👉 Purchase Event Setup with Dynamic Value Tracking

### **Module 4: iOS 14 Update, ITP, Ads Blockers, and Server-Side Tracking**

👉 First-Party and Third-Party Cookies  
👉 iOS 14 Updates, ITPs, Ads Blockers, and Browser Settings Impact on Digital Advertising  
👉 Introduction to Server-Side Tracking and Conversion API  
👉 Setup Server Cloud in Stape.io and Google Cloud Platform  
👉 Setup Custom Domain and Cookie Life Extension to Bypass iOS 14 Update  
👉 Send PageView Event to Server for Testing

### **Module 5: Facebook Conversion API and GA4 Server-Side Tracking**

👉 PageView Event Setup with Deduplication  
👉 ViewContent Event Setup with Deduplication  
👉 AddToCart Event Setup with Deduplication  
👉 InitiateCheckout Event Setup with Deduplication  
👉 Purchase Event Setup with Deduplication  
👉 Sending Advanced Matching Parameters for Better Event Match Scores  
👉 Sending All Server Events to Google Analytics 4 in the Same Setup

### **Module 6: Custom Event Setup for Facebook Conversion API and GA4 Server-Side**

👉 Lead & Contact Event Setup for Facebook Pixel Conversion API with Event Deduplication and GA4 Server-Side Tracking  
👉 Various Custom Event Setup Examples for Facebook Pixel Conversion API and GA4 Server-Side Tracking

### **Module 7: Various Form Tracking Techniques**

👉 Form Submission Tracking with Page URL  
👉 Form Submission Tracking with Form Submission Trigger  
👉 Form Submission Tracking with Element Visibility Trigger  
👉 Form Submission Tracking with Button Click  
👉 Contact Form 7, Calendly, HubSpot, and Gravity Form Tracking with Custom Listener  
👉 iFrame Form Tracking  
👉 Ajax Form Tracking Techniques with Custom Ajax Listener

### **Module 8: Facebook Conversion API and GA4 Server-Side for Shopify**

👉 PageView Event Setup with Deduplication  
👉 ViewContent Event Setup with Deduplication  
👉 AddToCart Event Setup with Deduplication  
👉 InitiateCheckout Event Setup with Deduplication  
👉 Purchase Event Setup with Deduplication  
👉 Sending Advanced Matching Parameters for Better Event Match Scores  
👉 Sending All Server Events to Google Analytics 4 in the Same Setup

### **Module 9: Google Analytics 4 Enhanced E-Commerce Tracking (Browser and Server)**

👉 Google Analytics 4 Enhanced E-Commerce Tracking  
👉 page\_view Event from Browser and Server-Side  
👉 view\_item Event from Browser and Server-Side  
👉 add\_to\_cart Event from Browser and Server-Side  
👉 begin\_checkout Event from Browser and Server-Side  
👉 purchase Event from Browser and Server-Side

### **Module 10: Google Ads Web Conversion Tracking - Browser and Server**

👉 Google Ads Conversion Tracking with Enhanced Conversion - Purchase  
👉 Google Ads Conversion Tracking - Add to Cart  
👉 Google Ads Conversion Tracking - Begin Checkout  
👉 Google Ads Conversion Tracking - Lead

### **Module 11: Google Ads Conversion Tracking - Other Sources**

👉 Google Ads Dynamic Remarketing Tag Setup  
👉 Google Ads Call Conversion Tracking  
👉 Android App Install Tracking  
👉 How to Import Goals from Google Analytics 4 to Google Ads

### **Module 12: Custom JavaScript for Marketers**

👉 How to Track Dynamic Value from DOM Using 3 Popular Methods (GTM Variable Builder, Copy JS Path, and DOM Element Variable) for Any CMS  
👉 Tracking Dynamic Form Fields for Event Match Quality Score Using Custom JavaScript (without DataLayer for Any CMS)  
👉 Passing Dynamic Values from One Page to Another Using LocalStorage and SessionStorage  
👉 Tracking Items Array Using Custom JavaScript

### **Module 13: Upwork Marketplace and Creating a Professional Profile**

👉 Upwork Marketplace Dashboard Overview  
👉 How to Create an Upwork Profile  
👉Mindset for Success on Upwork  
👉Writing an Optimized Upwork Profile Title and Description  
👉AI-Optimized Cover Letter Strategies  
👉Techniques for Selecting the Best Jobs on Upwork  
👉Benefits of Working on Upwork

**Module 14: Generating Clients Outside of Freelance Marketplaces**👉 Proven Strategies for Inbound Marketing  
👉 How to Optimize Your Facebook and LinkedIn Profile for Client Acquisition  
👉 Benefits of Sharing Knowledge on Social Media  
👉 How to Create Effective Content for Your Portfolio Website  
👉 The Right Strategy for Outbound Marketing  
👉 How to Reach Out to Clients in a Way That Gets a Reply  
👉 How to Start a Conversation with a Client on Zoom  
👉 How to Upsell Small Projects into Bigger Orders

### **Module 15: TikTok Pixel Conversion API with Event Deduplication**

👉 PageView Event for All Pages  
👉 ViewContent Event with Deduplication  
👉 AddToCart Event with Deduplication  
👉 InitiateCheckout Event with Deduplication  
👉 Place Order Event with Deduplication

### **Module 16: Pinterest Pixel Conversion API with Event Deduplication**

👉 Page Visit Event with Deduplication  
👉 AddToCart Event with Deduplication  
👉 Checkout Event with Deduplication  
👉 Lead Event with Deduplication

### **Module 17: Snap Pixel Conversion API with Event Deduplication**

👉 PAGE\_VIEW Event for All Pages  
👉 VIEW\_CONTENT Event with Deduplication  
👉 ADD\_TO\_CART Event with Deduplication  
👉 START\_CHECKOUT Event with Deduplication  
👉 PURCHASE Event with Deduplication

### **Module 18: Other Marketing Platforms Conversion Tracking**

👉 Microsoft Ads Conversion Tracking  
👉 Twitter Pixel Conversion Event Setup  
👉 LinkedIn Insight Tag and Event Setup

### **Module 19: Installing GTM and DataLayer on Other CMS Platforms**

👉 Installing GTM and DataLayer on Squarespace  
👉 Installing GTM and DataLayer on Magento 2 and PrestaShop  
👉 Installing GTM and DataLayer on Wix  
👉 Installing GTM on ClickFunnels  
👉 Partner Integration Options for Installing Tracking

### **Module 20: Cookie Consent Banner V2 Setup and Configuration**

👉 Cookie Consent Banner Setup for GDPR and CCPA Compliance  
👉 Cookie Consent Banner for Enabling Consent Mode V2  
👉 Basic Cookie Consent Mode Configuration  
👉 Advanced Consent Mode Configuration for Advanced Google Modeling  
👉 TCF (Transparency & Consent Framework) Insertion  
👉 Setup Consent Banner with Cookiebot and CookieYes

### **Module 21: UTM Tracking and Standard Report Analysis in GA4**

👉 UTM Tracking in Google Analytics 4  
👉 Report Snapshot in Google Analytics 4  
👉 Real-Time Report in Google Analytics 4  
👉 Acquisition Report in Google Analytics 4  
👉 Engagement Report in Google Analytics 4  
👉 Monetization Report in Google Analytics 4  
👉 Retention Report in Google Analytics 4  
👉 Demographics Report in Google Analytics 4  
👉 Tech Report in Google Analytics 4  
👉 Standard Reports Based on Business Objectives: Lead, Sales, Traffic, and Traffic Engagement and Retention

### **Module 22: GA4 Custom Dashboard Creation**

👉 What is a GA4 Custom Dashboard and How it Works  
👉 GA4 Custom Dashboard Creation for Lead Objective Businesses  
👉 GA4 Custom Dashboard Creation for E-Commerce Businesses  
👉 GA4 Custom Dashboard Creation Based on Business Funnel Objectives

### **Module 23: Exploration Reports in Google Analytics 4**

👉 Free-Form Report in Google Analytics 4  
👉 Funnel Exploration Report in Google Analytics 4  
👉 Path Exploration Report in Google Analytics 4  
👉 Segment Overlap Report in Google Analytics 4  
👉 Cohort Exploration Report in Google Analytics 4  
👉 User Explorer Report in Google Analytics 4  
👉 User Lifetime Report in Google Analytics 4

### **Module 24: Custom Dimensions & Metrics and GA4 Attribution Modeling**

👉 Custom Dimensions and Metrics in Google Analytics 4  
👉 Creating Custom Audiences for Google Ads Remarketing  
👉 GA4 Attribution Models and Their Comparison  
👉 Conversion Path Analysis

### **Module 25: Qualitative Analysis**

👉 Hotjar and Microsoft Clarity Setup with GTM  
👉 Heatmap Analysis  
👉 Recording Analysis  
👉 User Behavior Analysis on Websites

### **Module 26: Fiverr Marketplace and Gig Creation**

👉 Fiverr Marketplace Dashboard Overview  
👉 Researching Fiverr Profiles  
👉 Best Practices for Creating a Fiverr Profile  
👉 Creating Your First Gig on Fiverr  
👉 SEO-Optimized Gig Title, Description, and Image Creation  
👉 Irresistible Gig Pricing Strategies  
👉 Professional Portfolio Design Ideas

### **Module 27: Buyer Communication**

👉 First Communication After a Client Message  
👉 Communication Hacks for Securing Orders from Clients  
👉 Communication Practice in Zoom Call  
👉 Effective Communication During an Ongoing Order  
👉 Post-Order Communication Best Practices  
👉 Managing Client Revisions Smartly  
👉 Upselling, Cross-Selling, and Business Growth

***Cheers…***